B-V- doing well

AVAG - No chain placement in Denver MKt

Index - run down initial invs ie 2/1/'5. then ~~ddd~~ no present reorder.

Food Mart 125 (Gas) - she said no stock - looked at OVL pack but 2 cartons of 100's in stock. Doral - sold about 5 packs so far today.

Vickers - (Gas) ordered 8 cartons had 500 cpw 9 on shelf / 7 in pack - Well displayed. Cambridge does well - had obvious impact on Doral. Store had big tray of FAVOR on counter - most prominently displayed piece. ($1.10) no ads.

King Soopers - 270 row RACK. No separate generic racks.
7 ROWS generic / 7 ROWS DORAL / 7 rows Players
4 rows Cambridge - 8 rack
- 12 back room
- 4 pack rack - on end cap.

4 1/2 cases of Generics in back

Big Favor Display

Players - 24 carton red. Menthol k OOS.

C appears to be moving but couldn't get at order book

Safeway: 12 ft C/I. - generics 4 rows. Cambridge / Players 4 rows

no back stock. 2 slots on pack rack.
140 ctns of Scotch buy on sep racks. No other rack.

Wines & Liquors. Sold out Camb 2/1 will not reorder discontinued Doral as well.

7-11- 11 cartons on hand. Absolutely no sales.

2045429500

Conoco - (Gas) no C
no Doral

Stop n Go
(Circle K) no Cambridge
Used Doral Sales

Safeway - 100s on both
100s - 10 cartons of
king on rack. 15 CI.
20 cartons in back (looked
like recent order & again
no order back. No red 100s in
back room.

range scoopers - $8 on rack
4 rows
1 in back room -
Players in back
½ case
20 on rack

Circle K - Cambridge in B-V NSS
Doral/B&W - in B-V SS.
"Can't give away" - Doral moves well.
All brands share same customers

Buyers Club.
evidence of movement
¼ case slots - dd - other menthol
from ones - 8 cases gone
same as Doral ½ generic
slots

Samples
15 20's per
day + rep
6 weeks
2 | 1's

Shelley Drugs
B-V - ⅓ full says he
sees regular movement

No Cambridge window
posters - dd POS.

2045429501

7-11

9 cartons on hand

Good sales – 3 employees

tried 2 converts ← 1 read Lts. / 1 wants Lts. / 1 seal buyer.

1 gen. customer switched

one customer buys 2-3 cartons Doral/week.

Safeway – 76' C/T

29 on rack full

28 in back room.

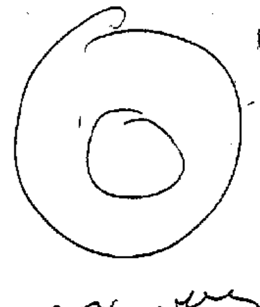
teens/smokers seen to have heavy generic skew.

> 20 carton/stores – chain + backroom

> ~~6~~ 10+ ctns 50% pack outlets

> 0-~~6~~5 ctns 50% pack outlet.

Look at audit panel by type of store by whether it has AV Ar



Doughnut in pack outlets.

dist approx 2 miles

very good or very bad

2045429502

2045429503

Source: https://www.industrydocuments.ucsf.edu/docs/ntcy0004

Safeway
600 cpns - says she orders
6 ctns kings red c/2 weeks = .5 sh.
100's red king OOS no mentthol

DIST 60%

→ ~~Carefully~~ examine
dist* in audit panel.

Kwik Chek . AV A6 rack. with
18 ctns Cambridge -
all $1 coupon.
~~Doral~~ Doral
rack next to it
~~$~~ 40 ctns Doral
all $1 off -

2045429504

Source: https://www.industrydocuments.ucsf.edu/docs/ntcy0004

Cambridge Meeting

Initial shipments have $1 coupon on them. 4/28 - SR put $1 coupon on. duration of coupons

7/13
Sunday Supp.
2 $1 off coupons.

9/15
per Metro drop

~~2000 stores~~

2045429505

Source: https://www.industrydocuments.ucsf.edu/docs/ntcy0004

Shelf Talkers
etc were available
& present in Denver.

Find out if POS esp.
fosters etc. was available
during test * if no materials
were available, be sure to point
out and then make strong national point.

Coupons - in store
vs. Domineaux delivered coupon
also - Doral seems to be getting a rep as "that" cig. with
the coupon on it.

People don't read so are we really there.

Note Albertsons recent acceptance.
80 pack 2/1 in carton outlets.

Analyze Δ
between Nat'l intro
& test mkt. in bullet
points.

Tyler
analysis

Gary Thornton.

2045429506

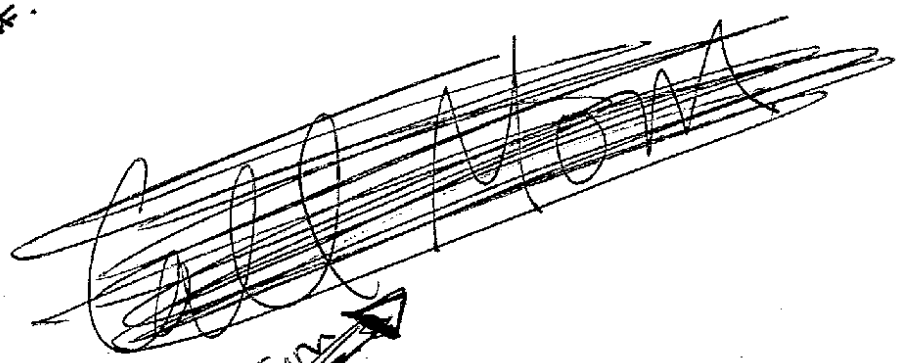
Source: https://www.industrydocuments.ucsf.edu/docs/ntcy0004

are we adjusting for Transhipments?

2000 stores.
× 20 ctns
40,000 ctns retail
× .6 dist
24,000 ctns
× 200
4,800,000 units retail inv.

where is Art going to be when.

Phone #.



Thurs

Des Moines
Marriott Downtown
7:17 PM.

Source: https://www.industrydocuments.ucsf.edu/docs/ntcy0004

2045429507

Affiliated Dallas Amarillo are considering dropping Players & lack warehouse movement.

Susan

analyze all sales pattern of direct accounts in Denver.

units.

	1	2	X of Sales.
chain			
etc			
Fidelity.			

2045429508

Source: https://www.industrydocuments.ucsf.edu/docs/ntcy0004

Check dates of FMT
re Cuts: Cambridge audit
Major reviews of Cambridge concern.
program –
- static sample
- audit trial
- no store test
- Direct Mail Drop

Market Penetration of vs FSI.

Should we do surgical in store launches
in between drops.
1500 coupons / 100.
what to do when they run out
Powers?
Retailer say selection
Los source & Kroger
all agreed say
restraint.

2045429509